

## CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**Shorr Johnson Magnus**  
**1831 Chestnut Street**  
**Floor 6**  
**Philadelphia, PA 19103-3700**

<u>Contract / Revision</u> 787816 /		<u>Alt Order #</u> 06212277
<u>Product</u> <b>BROWN FOR SENATE</b>		
<u>Contract Dates</u> <b>10/23/12 - 10/29/12</b>		<u>Estimate #</u>
<u>Advertiser</u> <b>Brown, S (D)/US Senate</b>		<u>Original Date / Revision</u> 10/22/12 / 10/22/12
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WOIO</b>	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
E 1	WOIO	10/28/12	10/28/12	SU Action News at 630p	630-7p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$2,000.00			
D 2	WOIO	10/23/12	10/26/12	Action News at 4p	4-5p		:30			NM	0	\$0.00
D 3	WOIO	10/29/12	10/29/12	Action News at 4p	4-5p		:30			NM	0	\$0.00
D 4	WOIO	10/23/12	10/26/12	Action News at 6p	6-630p		:30			NM	0	\$0.00
D 5	WOIO	10/29/12	10/29/12	Action News at 6p	6-630p		:30			NM	0	\$0.00
E 6	WOIO	10/23/12	10/26/12	Action News at 5p	5-6p		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$1,500.00			
E 7	WOIO	10/29/12	10/29/12	Action News at 5p	5-6p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$1,500.00			
E 8	WOIO	10/23/12	10/26/12	M-F 7-730p	7-730p		:30			NM	4	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$4,500.00			
E 9	WOIO	10/29/12	10/29/12	M-F 7-730p	7-730p		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$4,500.00			
E 10	WOIO	10/23/12	10/26/12	M-F 730-8p	730-8p		:30			NM	4	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$5,000.00			
E 11	WOIO	10/29/12	10/29/12	M-F 730-8p	730-8p		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$5,000.00			
D 12	WOIO	10/23/12	10/23/12	Tue Hour 3	10-11P		:30			NM	0	\$0.00
D 13	WOIO	10/23/12	10/23/12	Tue Hour 1	8-9P		:30			NM	0	\$0.00
D 14	WOIO	10/26/12	10/26/12	Fri Hour 3	10-11p		:30			NM	0	\$0.00
D 15	WOIO	10/29/12	10/29/12	Mon Hour 3	10-11P		:30			NM	0	\$0.00
D 16	WOIO	10/25/12	10/25/12	Thur Hour 3	10-11p		:30			NM	0	\$0.00
D 17	WOIO	10/28/12	10/28/12	Sun Hour 4	10-11p		:30			NM	0	\$0.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Advertiser</u> Brown, S (D)/US Senate		<u>Original Date / Revision</u> 10/22/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
D 18	WOIO	10/23/12	10/23/12	Tue Hour 2	9-10P		:30			NM	0	\$0.00
D 19	WOIO	10/25/12	10/25/12	Thur Hour 2	9-10P		:30			NM	0	\$0.00
D 20	WOIO	10/28/12	10/28/12	Sun Hour 1	7-8p		:30			NM	0	\$0.00
D 21	WOIO	10/24/12	10/24/12	Wed Hour 3	10-11p		:30			NM	0	\$0.00
D 22	WOIO	10/24/12	10/24/12	Wed Hour 2	9-10p		:30			NM	0	\$0.00
D 23	WOIO	10/28/12	10/28/12	Sun Hour 3	9-10p		:30			NM	0	\$0.00
D 24	WOIO	10/28/12	10/28/12	Sun Hour 2	8-9p		:30			NM	0	\$0.00
D 25	WOIO	10/24/12	10/24/12	Wed Hour 1	8-9p		:30			NM	0	\$0.00
D 26	WOIO	10/25/12	10/25/12	Thur Hour 1	8-9P		:30			NM	0	\$0.00
E 27	WOIO	10/28/12	10/28/12	11p-1205a	11p-1205a		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/12	10/28/12	-----1	1			\$700.00				
E 28	WOIO	10/27/12	10/27/12	11p-1205a	11p-1205a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/12	10/28/12	-----1-	1			\$750.00				
E 29	WOIO	10/23/12	10/26/12	David Letterman	1135p-1238a		:30			NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/12	10/28/12	-TWTF--	8			\$500.00				
E 30	WOIO	10/29/12	10/29/12	David Letterman	1135p-1238a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/29/12	11/04/12	2-----	2			\$500.00				
E 31	WOIO	10/23/12	10/26/12	Action News at 11p	11-1135p		:30			NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/12	10/28/12	-TWTF--	4			\$3,000.00				
E 32	WOIO	10/29/12	10/29/12	Action News at 11p	11-1135p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/29/12	11/04/12	1-----	1			\$3,000.00				
<b>Totals</b>											<b>33</b>	<b>\$78,450.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/22/12 - 10/28/12	27	\$63,450.00	\$53,932.50
10/29/12 - 11/04/12	6	\$15,000.00	\$12,750.00
<b>Totals</b>	<b>33</b>	<b>\$78,450.00</b>	<b>\$66,682.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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